



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1389511

Schedule Dates 10/08/12-10/15/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/05/12
Last Modified 10/05/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,653.50
Net Total \$49,036.50
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	96	\$57,690.00
Grand Total:	96	\$57,690.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/08/12-10/12/12	3	:30	4:30A- News-News 13 @ 430a		1	1	1	1	1			5	\$40.00	\$200.00	Asheville (WLOS)		10/5/12
2.0	Normal Line / News	10/08/12-10/12/12	3	:30	5A- News-News 13 Early 5am		1	1	1	1	1			5	\$200.00	\$1,000.00	Asheville (WLOS)		10/5/12
3.0	Normal Line / News	10/15/12-10/15/12	3	:30	4:30A- News-News 13 @ 430a		1							1	\$40.00	\$40.00	Asheville (WLOS)		10/5/12
4.0	Normal Line / News	10/15/12-10/15/12	3	:30	5A- News-News 13 Early 5am		1							1	\$200.00	\$200.00	Asheville (WLOS)		10/5/12
5.0	Normal Line / News	10/08/12-10/12/12	3	:30	8A- ABC-Good Morning America		1	1	1	1	1			5	\$600.00	\$3,000.00	Asheville (WLOS)		10/5/12
6.0	Normal Line / News	10/15/12-10/15/12	3	:30	8A- ABC-Good Morning America		1							1	\$600.00	\$600.00	Asheville (WLOS)		10/5/12
7.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	9A- Anderson		1	1	1	1	1			5	\$150.00	\$750.00	Asheville (WLOS)		10/5/12
8.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	9A- Anderson		1							1	\$150.00	\$150.00	Asheville (WLOS)		10/5/12
9.0	Normal Line / News	10/08/12-10/12/12	3	:30	11:58:41A- News-News 13 at Noon		1	1	1	1	1			5	\$400.00	\$2,000.00	Asheville (WLOS)		10/5/12
10.0	Normal Line / News	10/15/12-10/15/12	3	:30	11:58:41A- News-News 13 at Noon		1							1	\$400.00	\$400.00	Asheville (WLOS)		10/5/12

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11.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	4:00:30P- Katie		1	1	1	1	1			5	\$175.00	\$875.00	Asheville (WLOS)		10/5/12
12.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	4:00:30P- Katie		1							1	\$175.00	\$175.00	Asheville (WLOS)		10/5/12
13.0	Normal Line / News	10/08/12-10/12/12	3	:30	4:59P- News-News 13 First News At 5p		1	1	1	1	1			5	\$600.00	\$3,000.00	Asheville (WLOS)		10/5/12
14.0	Normal Line / News	10/15/12-10/15/12	3	:30	4:59P- News-News 13 First News At 5p		1							1	\$600.00	\$600.00	Asheville (WLOS)		10/5/12
15.0	Normal Line / News	10/08/12-10/12/12	3	:30	5:28P- News-News 13 at 5:30p		1	1	1	1	1			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/5/12
16.0	Normal Line / News	10/15/12-10/15/12	3	:30	5:28P- News-News 13 at 5:30p		1							1	\$700.00	\$700.00	Asheville (WLOS)		10/5/12
17.0	Normal Line / News	10/08/12-10/12/12	3	:30	5:58P- News-News 13 at 6p		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Asheville (WLOS)		10/5/12
18.0	Normal Line / News	10/15/12-10/15/12	3	:30	5:58P- News-News 13 at 6p		1							1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/5/12
19.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	6:58:50P- Wheel of Fortune		1	1	1	1	1			5	\$900.00	\$4,500.00	Asheville (WLOS)		10/5/12
20.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	6:58:50P- Wheel of Fortune		1							1	\$900.00	\$900.00	Asheville (WLOS)		10/5/12
21.0	Normal Line / News	10/08/12-10/11/12	3	:30	10:59:56P- News-News 13 11p Late News	5	X	X	X	X				5	\$800.00	\$4,000.00	Asheville (WLOS)		10/5/12

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22.0	Normal Line / News	10/15/12-10/15/12	3	:30	10:59:56P- News-News 13 11p Late News		1							1	\$800.00	\$800.00	Asheville (WLOS)		10/5/12
23.0	Normal Line / News	10/08/12-10/12/12	3	:30	11:35P- ABC-Nightline		1	1	1	1	1			5	\$400.00	\$2,000.00	Asheville (WLOS)		10/5/12
24.0	Normal Line / News	10/15/12-10/15/12	3	:30	11:35P- ABC-Nightline		1							1	\$400.00	\$400.00	Asheville (WLOS)		10/5/12
25.0	Normal Line / Prime Premium	10/08/12-10/08/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/5/12
26.0	Normal Line / Prime Premium	10/15/12-10/15/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/5/12
27.0	Normal Line / Prime	10/09/12-10/09/12	3	:30	10P- ABC-Private Practice (Tuesday)	2		X						2	\$2,000.00	\$4,000.00	Asheville (WLOS)		10/5/12
28.0	Normal Line / Prime	10/11/12-10/11/12	3	:30	7:58P- ABC-Last Resort (Thursday)	2				X				2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/5/12
29.0	Normal Line / Prime	10/12/12-10/12/12	3	:30	7:58P- ABC-Shark Tank (Friday)	2					X			2	\$900.00	\$1,800.00	Asheville (WLOS)		10/5/12
30.0	Normal Line / News	10/13/12-10/13/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday	2						X		2	\$150.00	\$300.00	Asheville (WLOS)		10/5/12
31.0	Normal Line / News	10/13/12-10/13/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday	2						X		2	\$225.00	\$450.00	Asheville (WLOS)		10/5/12

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32.0	Normal Line / News	10/13/12-10/13/12	3	:30	8A- ABC-Good Morning America Saturday	2						X		2	\$350.00	\$700.00	Asheville (WLOS)		10/5/12
33.0	Normal Line / News	10/14/12-10/14/12	3	:30	5:59A- News-News 13 @ 6am Sunday	2							X	2	\$150.00	\$300.00	Asheville (WLOS)		10/5/12
34.0	Normal Line / News	10/14/12-10/14/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday	2							X	2	\$225.00	\$450.00	Asheville (WLOS)		10/5/12
35.0	Normal Line / News	10/14/12-10/14/12	3	:30	8A- ABC-Good Morning America Sunday	2							X	2	\$350.00	\$700.00	Asheville (WLOS)		10/5/12
36.0	Normal Line / News	10/14/12-10/14/12	3	:30	5:58:26P- News-News 13 6p News Sunday	2							X	2	\$800.00	\$1,600.00	Asheville (WLOS)		10/5/12
37.0	Normal Line / News	10/14/12-10/14/12	3	:30	6:30P- ABC-World News Tonight Sunday	2							X	2	\$800.00	\$1,600.00	Asheville (WLOS)		10/5/12

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